EXHIBIT X

From: Andrew Axelrod <AAxelrod@axarcapital.com>

Sent: Friday, July 07, 2023 12:43 AM EDT

To: Jeffery Streader <jeff.streader@goglobalretail.com>

Subject: Re: [External] Buy Buy Baby - Afternoon - Thurs July 6

Sorry to hear. I know you put a huge effort into this and you really believed in it. I was genuinely rooting for you.

Happy to debrief in the coming weeks when the dust settles for you.

Sorry again.

On Jul 6, 2023, at 11:14 PM, Jeffery Streader <jeff.streader@goglobalretail.com> wrote:



The furniture manufacturer from New Jersey will win the IP bid with \$15.5 mm.

Our pencils are down. Regrettably.

Thanks for engaging on this Andrew. I mean it.

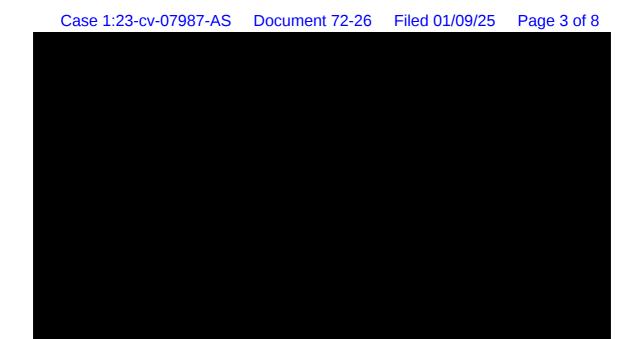
Jeff Streader, Managing Partner Go Global Retail Mobile: 1.615.481.6309 www.goglobalretail.com

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On Jul 6, 2023, at 11:02 AM, Andrew Axelrod <AAxelrod@axarcapital.com> wrote:

On Jul 6, 2023, at 7:58 PM, Jeffery Streader <jeff.streader@goglobalretail.com> wrote:

Really sorry to bother you on vacation.



Jeff Streader, Managing Partner Go Global Retail Mobile: 1.615.481.6309

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On Jul 6, 2023, at 10:03 AM, Andrew Axelrod <AAxelrod@axarcapital.com> wrote:

Thanks Jeff.



Thanks

Andrew Axelrod
Axar Capital Management LP

402 W 13th Street Floor 5 New York, NY 10014

Phone: 212-356-6135 Cell: 919-824-8402 aaxelrod@axarcapital.com

From: <u>Jeffery Streader</u>

Sent: Thursday, July 6, 2023 10:14 AM

To: Andrew Axelrod
Cc: Jeffery Streader

Subject: [External] Buy Buy Baby - Thurs July 6

Enjoy your vacation - this is important.

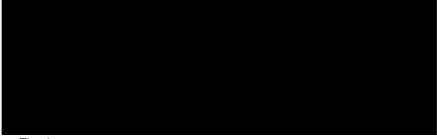


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On Jul 6, 2023, at 1:33 AM, Andrew Axelrod <<u>AAxelrod@axarcapital.com</u>> wrote:

Hi Jeff.



Thanks

On Jul 6, 2023, at 5:00 AM, Jeffery Streader <<u>jeff.streader@goglobalretail.com</u>> wrote:

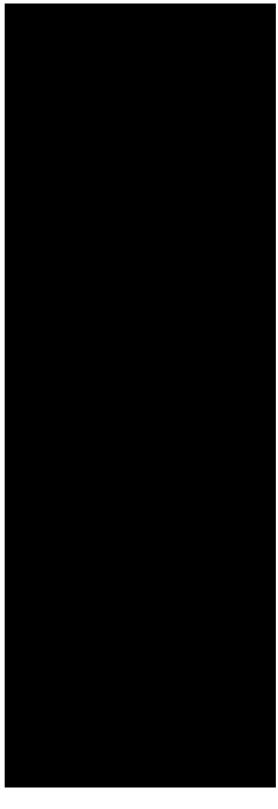


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On Jul 5, 2023, at 10:33 AM, Andrew Axelrod AAxelrod@axarcapital.com> wrote:

Thanks for the update. Good luck!

On Jul 5, 2023, at 4:49 PM, Jeffery Streader <jeff.streader@goglobalretail.com>wrote:



Jeff Streader, Managing Partner Go Global Retail Mobile: 1.615.481.6309 www.goglobalretail.com

Begin forwarded message:

From: Jeffery Streader

< jeff.streader@goglobalretail.com>

Subject: Buy Buy Baby Partnership Proposal

Date: July 5, 2023 at 6:07:36 AM PDT **To:** Sean Alford

<sean.alford@ziffdavis.com>
Cc: Christian Tempke

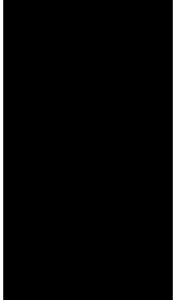
<<u>christian.tempke@lazard.com</u>>,

Yuen Chau

<yuen.chau@goglobalretail.com>

Hello Sean.

Thank you for taking an hour with me yesterday on July 4th. I am grateful for this time and I enjoyed our conversation.



Would you consider this proposal and a call later today?

Thank you.

Jeff

Jeff Streader, Managing Partner Go Global Retail Mobile: 1.615.481.6309 www.goglobalretail.com

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<Buy Buy Baby Partnership
Proposal Ziff Davis July 5,
2023.pdf>
<PastedGraphic-6.tiff>

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<Go Global Baby LRP Axar x Everyday Health V42 July 5 2023.xlsx>
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